

Healthy pregnancy operational model designed with emphasis on pre-pregnancy weight control and suitable weight gain during pregnancy , based on social marketing pattern.

Abstract

Background and objective : Due to fertility health importance, it's approved as a part of human rights(named fertility rights) . Despite expanding prenatal cares, high rates of adverse effect and mortality, need suitable pregnancy planning.The aim of this study is a practical healthy pregnancy operational model designed with emphasis on pre-pregnancy weight control and suitable weight gain during pregnancy , based on social marketing pattern.

Methods:In a qualitative content analysis study, 17 mothers and 8 experts of health center were selected and interviewed semi-openly. Data collection and analysis were done simultaneously. After recording and several times of revising the interviews and open coding, categories were formed according to similarities and differences.

Results: After data analysis, practical healthy pregnancy model was formed with emphasis on pre-pregnancy weight control and suitable weight gain during pregnancy according to the social marketing model in four groups; product, cost, place and promotion. These services categorized into eight subgroups. First group, product with subgroups consist of pregnancy features, present healthy pregnancy services in health centers and healthy pregnancy features with emphasis on suitable weight gain according to mothers and experts. Second group, place, with subgroups consist of; present healthy pregnancy service location; favorite healthy pregnancy service location according to mothers and experts. This group, cost, with subgroups consist of increasing and decreasing cost agents. Fourth group, promotion, with

subgroups consist of; current state of education for healthy pregnancy and suitable state of education according to mothers and experts.

Conclusion: Education, informing and presenting accurate data sources is necessary for mothers to benefit from healthy pregnancy and suitable weight gaining. Health centers should be provided with expert and patient staff, educational equipments and suitable space. On the other hand, free or affordable services could be helpful in increasing health quality and suitable weight gaining in mothers. According to the surveys, the national TV and other social media are the most common and comfortable informing sources. For this reason, a cooperation between Health education system and social media can increase the mothers awareness about pregnancy and suitable weight gaining and can lead to increase of society health quality.

Key words: Healthy pregnancy, Social marketing, Weight control.